BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Travel and Tourism Pearson BTEC International Level 3 Extended Certificate in Travel and Tourism Pearson BTEC International Level 3 Foundation Diploma in Travel and Tourism Pearson BTEC International Level 3 Diploma in Travel and Tourism Pearson BTEC International Level 3 Extended Diploma in Travel and Tourism
Unit number and title	**Unit 4: Customer Service in Travel and Tourism**
Learning aim	**A: Explore how effective customer service contributes to organisational success**
Assignment title	The Customer is King!
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You work for a large travel and tourism organisation (perhaps an airline or international hotel chain). The organisation aims to become more successful and profitable. It knows that all aspects of customer service must be managed and monitored to ensure commercial success. To help make positive changes you have been asked to research customer service in a selected travel and tourism organisation and produce a report that investigates the significance of excellent customer service on the organisation's success. You must prepare a detailed report of your research and findings.
Task 1	Your report will include: ● An explanation of the factors that influence customer decisions on whether or not to purchase a product or service. A variety of different customer types should

	be considered. ● An explanation of the impacts for an organisation that delivers excellent customer service. ● A discussion on the importance of managing customer expectations and the impacts on an organisation of not responding effectively to different types of customers. Support your discussion with reference to specific examples and details. ● An thorough evaluation of the importance of complying with national and international regulations, standards and best practice to ensure equality for different types of customers and the ability to provide consistent excellent customer service. You will justify your evaluations with examples from your research, providing clear conclusions.
Checklist of evidence required	A report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
4/A.D1	Evaluate the importance for a travel and tourism organisation of providing excellent customer service that complies with local regulations.
4/A.M1	Analyse the impacts of a travel and tourism organisation not responding effectively to a customer.
4/A.P1	Explain the factors that influence customer decisions in the travel and tourism industry.
4A.P2	Explain the positive impacts of delivering excellent customer service.
4/A.P3	Explain the importance of managing customer expectations.

Sources of information to support you with this Assignment	Websites and visits to travel and tourism organisation Guest speakers from travel and tourism organisations Travel and tourism work experience **Books** *Dale,G. (2018) Pearson BTEC National Travel and Tourism Student Book Harlow: Pearson* Customer Service for Dummies by Karen Leland and Keith Bailey

	Websites www.instituteofcustomercare.com Institute of Customer Service Research, analysis and business performance data www.alva.org.uk Association of Leading Visitor Attractions, benchmark standards and regulatory information Tourismni.com/Grow-Your-Business/know-your-business/excellent-customer-service Opentextbc.ca/introtourism/chapter/chapter-9-customer-service/ Netomi.com/how-ai-can-increase-customer-satisfaction-in-travel
Other assessment materials attached to this Assignment Brief	